

FSC-3-B		1/8/98	
SUBJECT: 1998 Retail Accrual Program Manual			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	_____ Sales Rep	
<input checked="" type="checkbox"/> ROM		_____ Retail Rep	

Sales	Retail
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PC MC CC PA
RSM RBM

Objective: Communicate Availability Of Revised Retail Accrual Manual

Purpose: Provide A Streamlined Handbook Which Contains Critical Program Elements For Users:

- Field Sales Version
- ROU Version

- An assessment of the Retail Accrual Program revealed the following opportunities:
 - Some confusion exists relative to Field guidelines and program implementation/administration/maintenance
 - Need to share "Best Practices"
 - Need to clarify reporting procedures
- In 1998, the Retail Accrual Manual is available in two versions:

Field Sales Version - Contains critical elements of program

- Planning
- Field Administration
- Reporting Procedures
- Statement Explanation
- Best Practices
- Appendix

This document resides in (G:) _sales _98plans RAC (RETACFS2). It is recommended that each ROU distribute this version to Region management and Sales Representatives.

ROU Version - Contains all of the information in the Field Sales version, plus all other essential detail elements

- Administrative Procedures
- Maintenance Functions
- Revised Voucher Form - (includes section for reporting retailer match)

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It is our expectation that the two separate manuals will provide you with a simplified, yet effective tool for managing the Retail Accrual Program on a day-to-day basis.

Program Contacts: Jim Perry, extension #4360
Anne Cullip, extension #1401

R. J. REYNOLDS TOBACCO COMPANY

51851 9042

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<input checked="" type="checkbox"/> ROM		_____ Retail Rep	

Sales		Retail	
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1240	//		
1244	//		

RSM RBM SC PA

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<input checked="" type="checkbox"/> ROM		_____ Retail Rep	

Sales	Retail
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FC MC PA
RSM RBM

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<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	_____ Sales Rep	
<input checked="" type="checkbox"/> ROM		_____ Retail Rep	

Sales **Retail**

1221 *ALL* 1222
 1222 *//* 1223
 1223 *//* *FC*
 1224 *//* *FC*
 1225 *//* *MC* *SC*
 1226 *//* *PA*
 1227 *//* *MC* *PA*
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 1243 *//* *MC* *PA*
 1244 *//* *MC* *PA*

Objective: Communicate Availability Of Revised Retail Accrual Manual

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51851 9046

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<input checked="" type="checkbox"/> ROM		_____ Retail Rep	

Sales	Retail
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FC MC SC PA
RSM RBM

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☒ RSM ☒ RBM
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<input checked="" type="checkbox"/> ROM		_____ Retail Rep	

Sales **Retail**

1221 *HL* 1222
 1222 *//* 1223
 1223 *//* *St. On.*
 1224 *//* *PC* *SC*
 1225 *//* *MC* *PA*
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- In 1998, the Retail Accrual Manual is available in two versions:

Field Sales Version - Contains critical elements of program

- Planning
- Field Administration
- Reporting Procedures
- Statement Explanation
- Best Practices
- Appendix

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ROU Version - Contains all of the information in the Field Sales version, plus all other essential detail elements

- Administrative Procedures
- Maintenance Functions
- Revised Voucher Form - (includes section for reporting retailer match)

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It is our expectation that the two separate manuals will provide you with a simplified, yet effective tool for managing the Retail Accrual Program on a day-to-day basis.

Program Contacts: Jim Perry, extension #4360
 Anne Cullip, extension #1401

R. J. REYNOLDS TOBACCO COMPANY

51851 9050

FSC-3-B		1/8/98	
SUBJECT: 1998 Retail Accrual Program Manual			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	_____ Sales Rep	
<input checked="" type="checkbox"/> ROM		_____ Retail Rep	

Sales **Retail**

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 1240 //
 1244 //

PC MC SC PA
 RSM RBM

Objective: Communicate Availability Of Revised Retail Accrual Manual

Purpose: Provide A Streamlined Handbook Which Contains Critical Program Elements For Users:

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Sales	Retail
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1223 //	
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1226 //	
1227 //	
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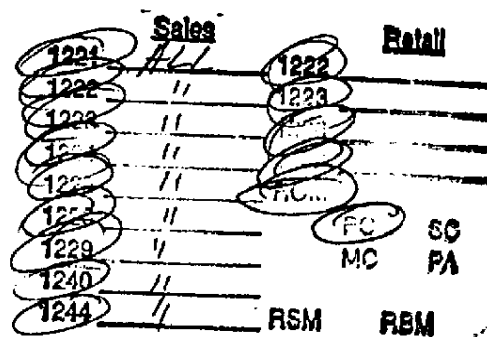
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